The Spam Machine: how a spam robocaller works

Attachment: 7

Hungup on call

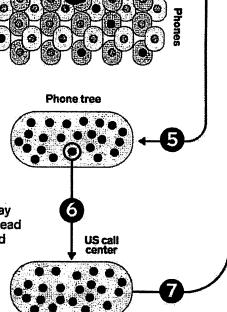
Listened to call

Qualified lead

Robodialers, often located overseas, make millions of calls/hour at costs of fractions of a penny/call.

A gateway carrier will take those calls from abroad and launder them into the U.S. phone system. They will either be ignorant to the spam nature or look the other way.

- Once a call is in the system, it's passed through phone carriers unaware of the nature of the call.
- The call then hits your and millions of other phones.
 The overwhelming majority are hangups, but a few take the bait.
- 5 Those who take the call are inserted by the robocaller into an automated phone tree that asks the marks questions to determine if they're a target for the buyer.
- When the **robocaller** identifies a "qualified lead" say, a person who may desire an alarm system they sell the lead to the buyer. The cost of a qualified lead is \$6-\$7, which pays for tens of thousands of more spam calls.
- When the lead is sold, the mark is transferred to a **closer**, perhaps in a U.S. call center or abroad. They attempt to sell the mark a product or service, and succeed often enough to continually buy leads from the **robocaller**.



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